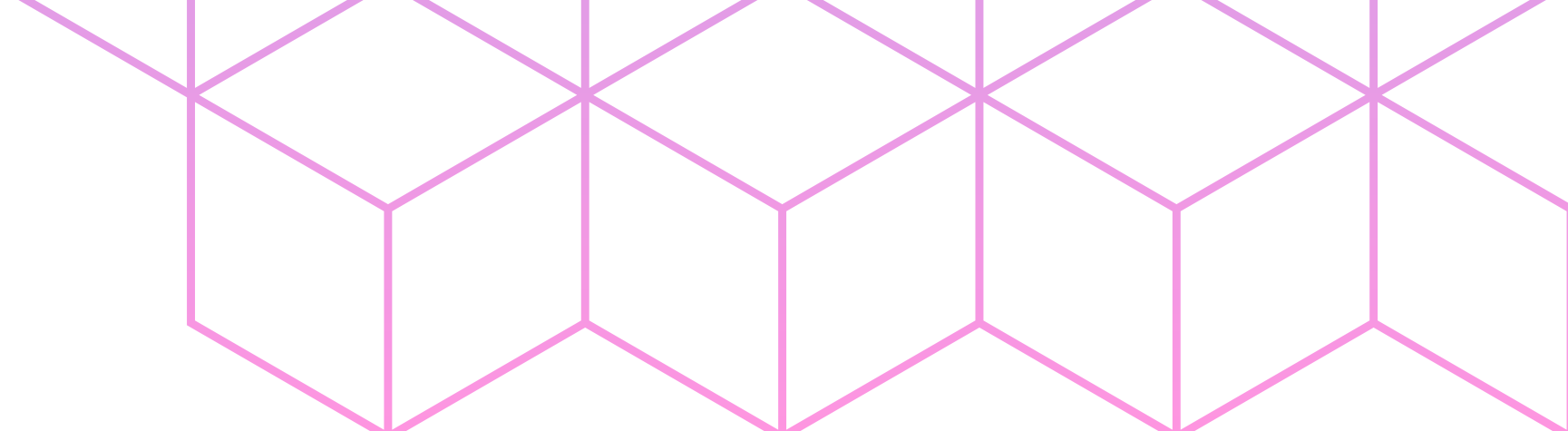


AIRBNB Business Case Study

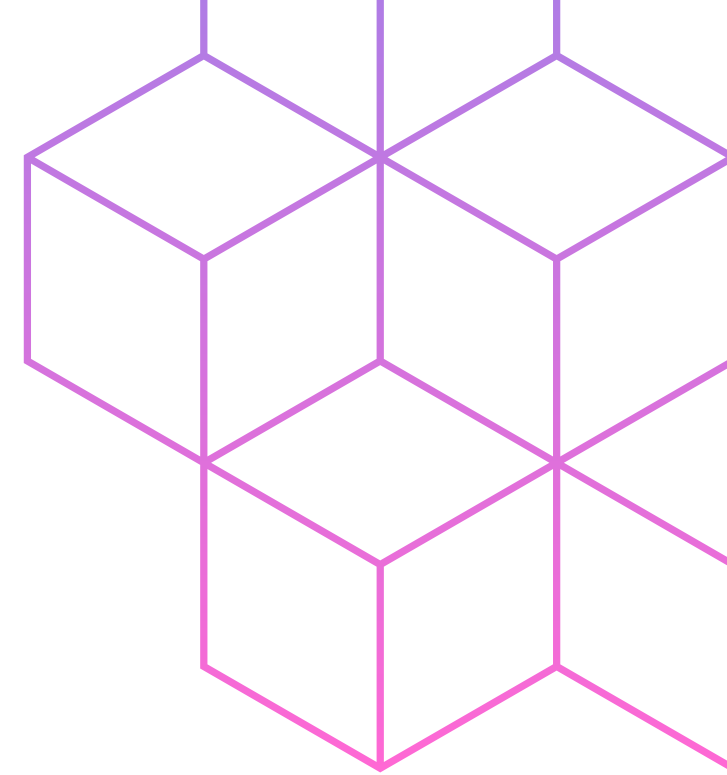
Presentation 1

- 
- Airbnb is an online platform using which people can rent their unused accommodations.
 - For the past few months, Airbnb has seen a major decline in revenue.
 - During the covid time, Airbnb incurred a huge loss in revenue.
 - People have now started travelling again and Airbnb is aiming to bring up the business again and is ready to provide services to customers.
 - Now that the restrictions have started lifting and people have started to travel more, Airbnb wants to make sure that it is fully prepared for this change.
 - An Analysis has been done on New York dataset consisting of various Airbnb listings .



OBJECTIVE

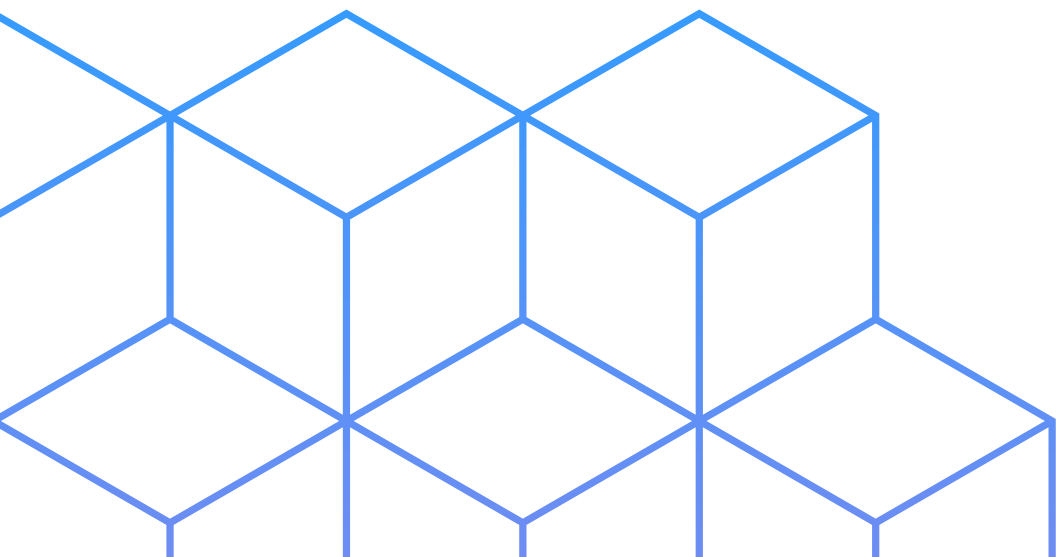
Data Preperation



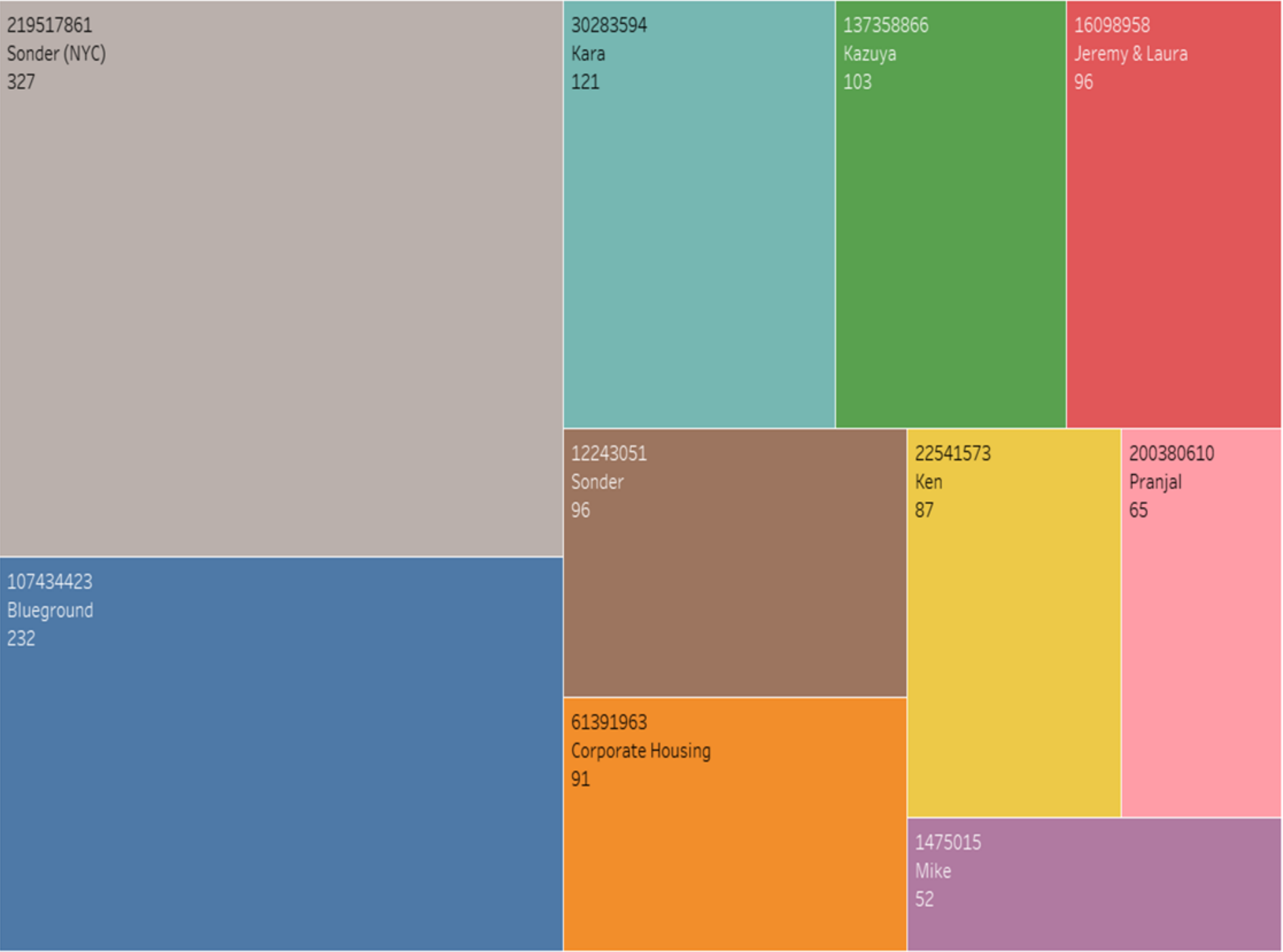
Data Cleaning

Dropping Columns

Identifying Outliers



Top 10 hosts

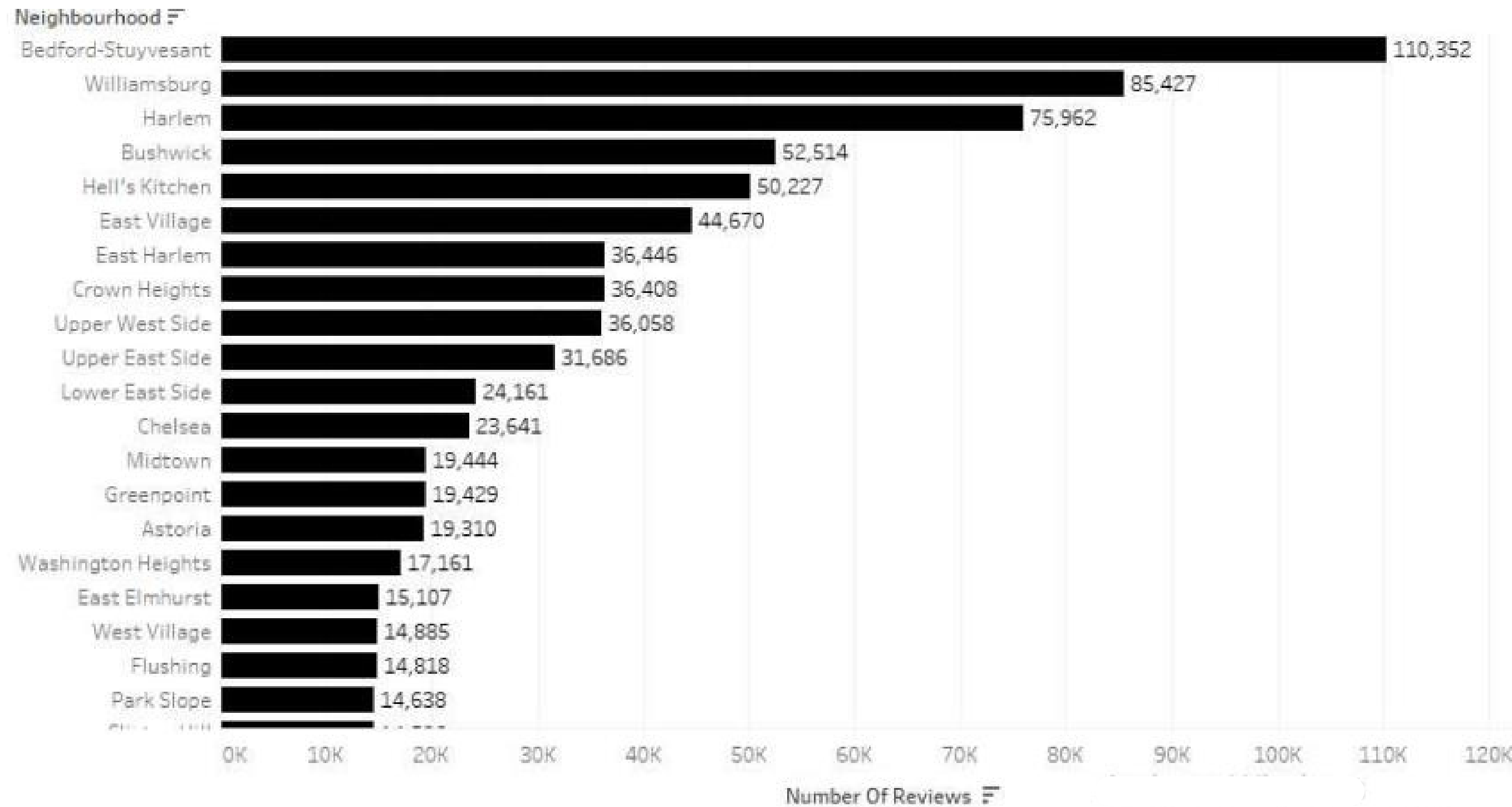


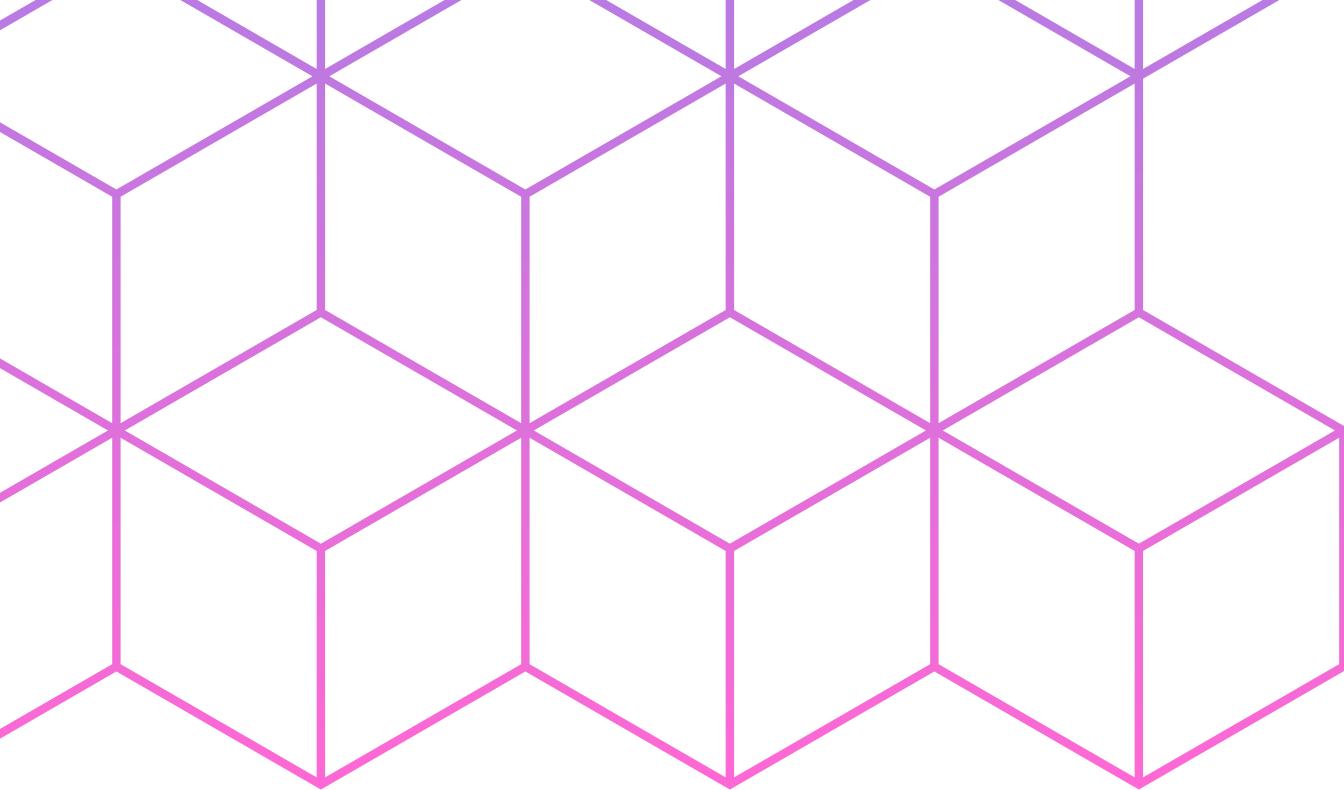
Analysis

- Host Sonder, is at number one as it has been booked the highest i.e. 327 times
- Host Blue ground is the second popular host at 232 times
- The rest upto top 10 are other hosts like Kara, Ken, Pranjal, Jeremy and Mike.

Popular neighborhoods

- We see that Bedford-Stuyvesant from Brooklyn is the highest popular with 1,10,352 no of reviews in total followed by Williamsburg.
- Harlem from Manhattan got the highest no of reviews followed by Hell's kitchen.
- The higher number of customer reviews imply higher satisfaction in these localities.

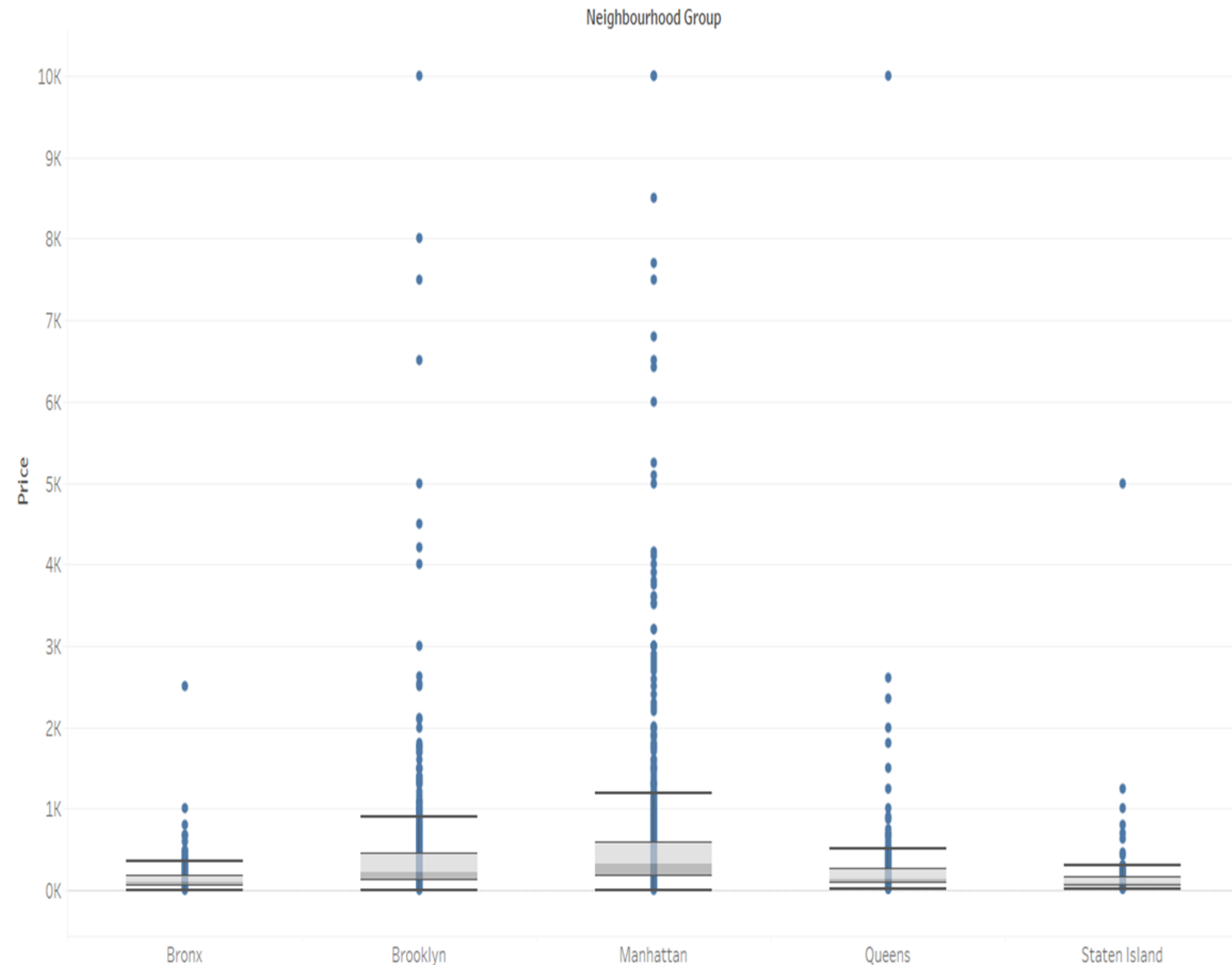




Neighbourhood price analysis-

- Brooklyn and Manhattan show most of the outliers in Price column.
- Manhattan also has the highest range of prices for the listings.
- Bronx is the cheapest of them all.
- Price was highly positively skewed so median was very close the lower quartile with some outliers as seen in the boxplot.
- We can see the median price of all neighbourhood groups lying between \$ 80 to \$ 300.

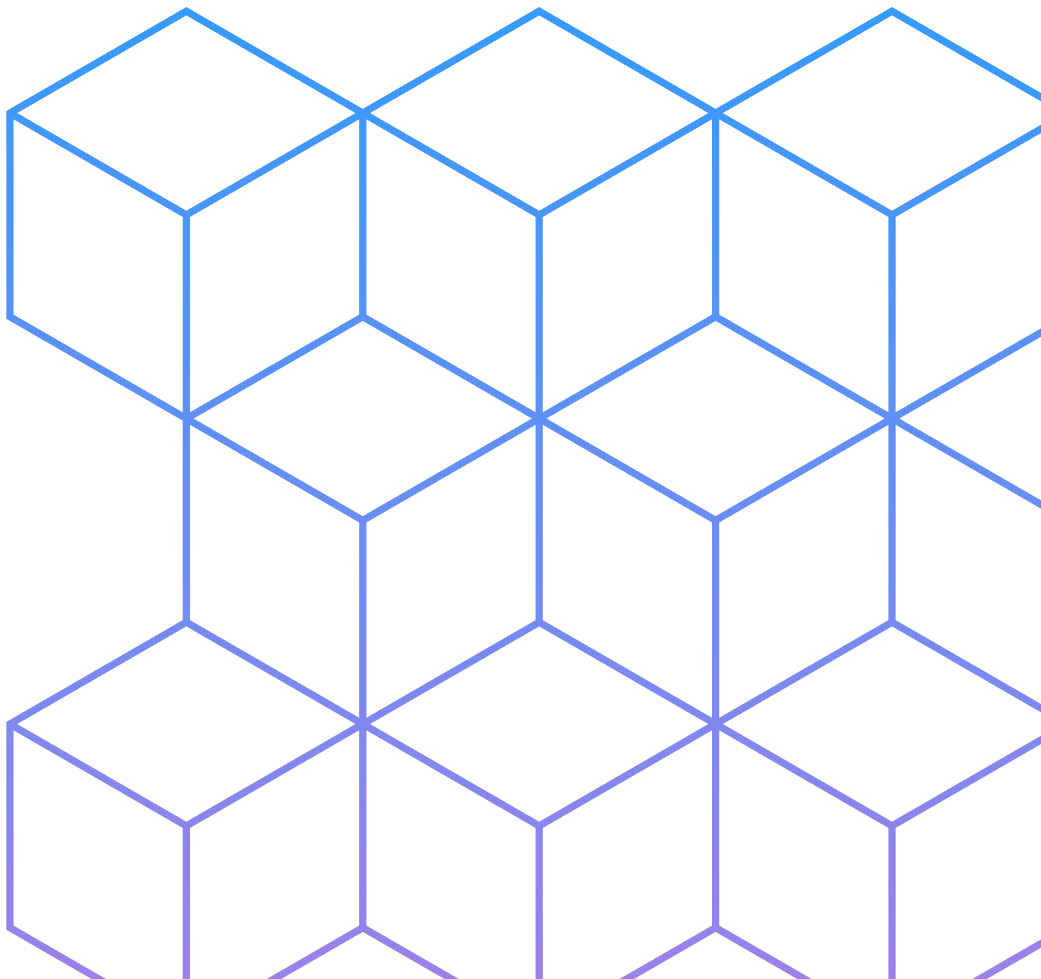
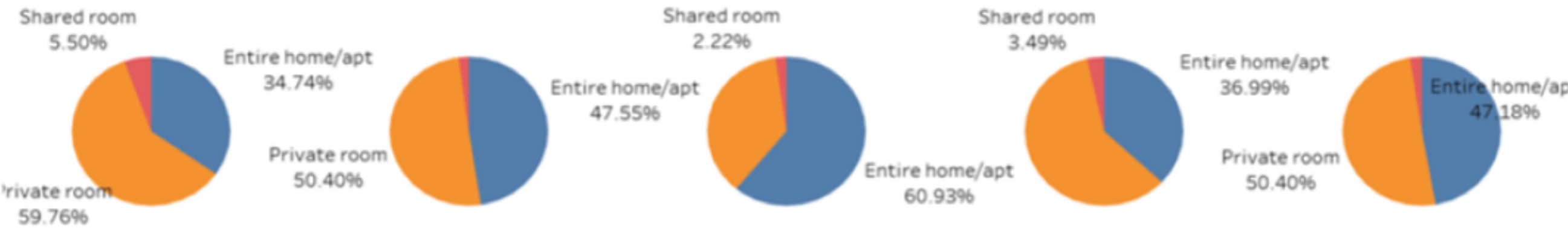
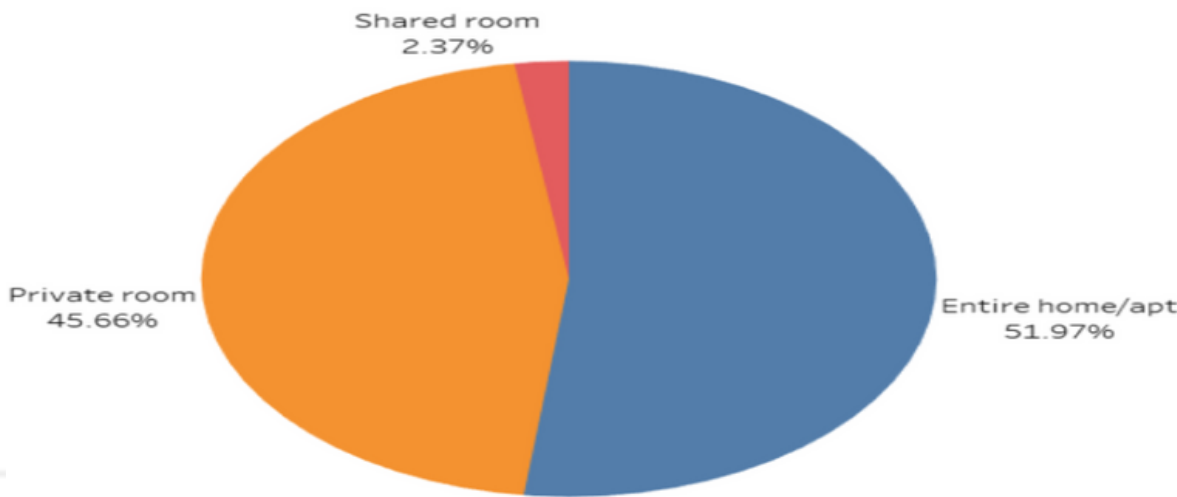
Price Analysis Neighbourhood wise



Neighbourhood group room type

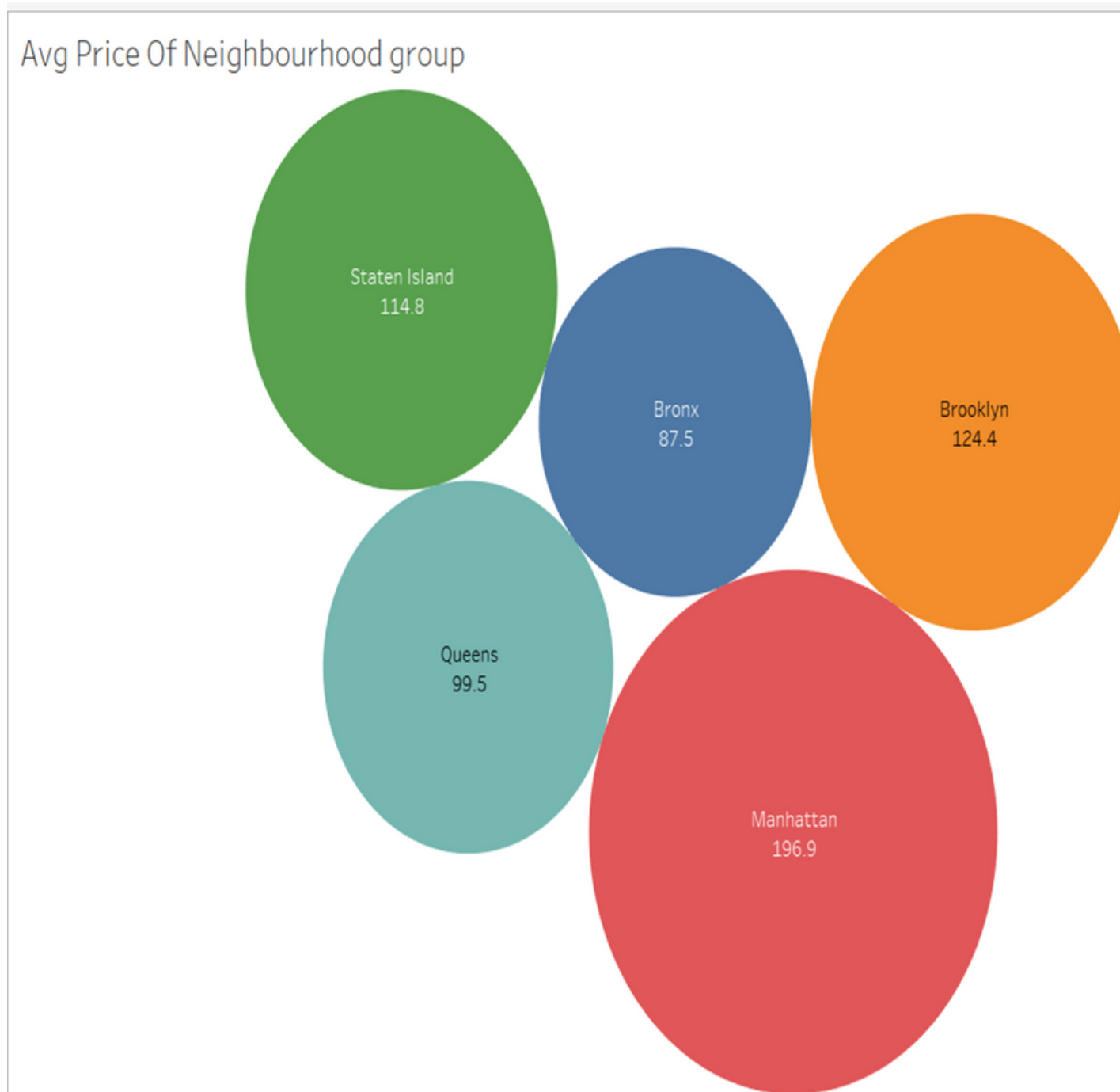
- There are three types of rooms - Entire home/Apartment, Private room & shared room
- Queens & Bronx contribute 60% each to private rooms, more than the combined ratio of 45% Whereas, Manhattan has a higher contribution in entire home (61%), compared to the combined ratio of 52%
- Customers appear to prefer private rooms (45%) or entire homes (52%) in comparison to shared rooms (2.4%)

Airbnb can concentrate on promoting shared rooms with discounts to increase bookings and also acquire more private listings



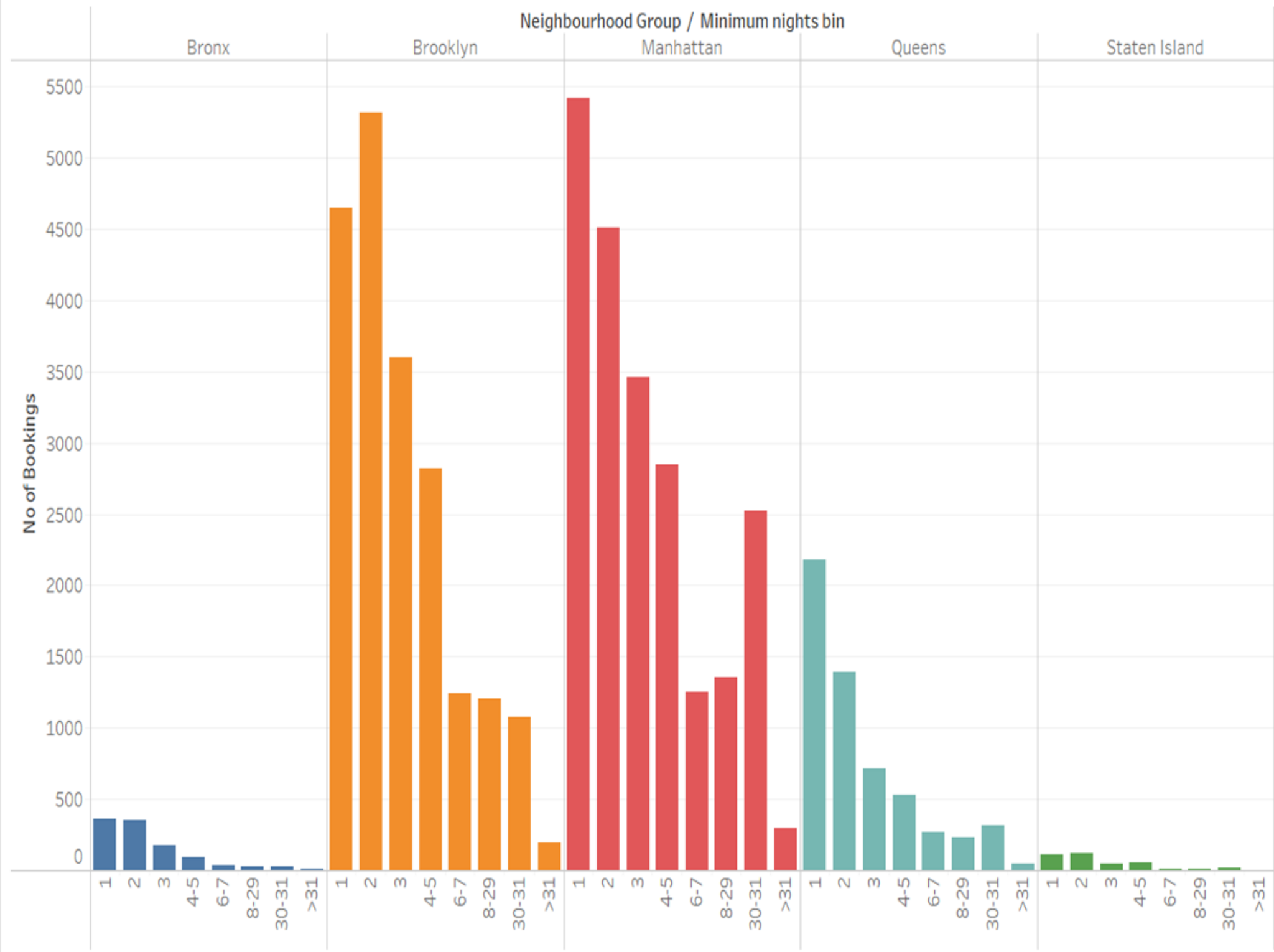
Neighbourhood group price analysis-

- The average price in Manhattan is around 196.9, which is highest among all neighbourhoods.
- Average price for Brooklyn is second highest i.e. 124.4.
- Bronx appears to be an affordable neighbourhood as the average price is almost half than Manhattan's average price.



Minimum nights customer bookings

Customer booking w r t min nights

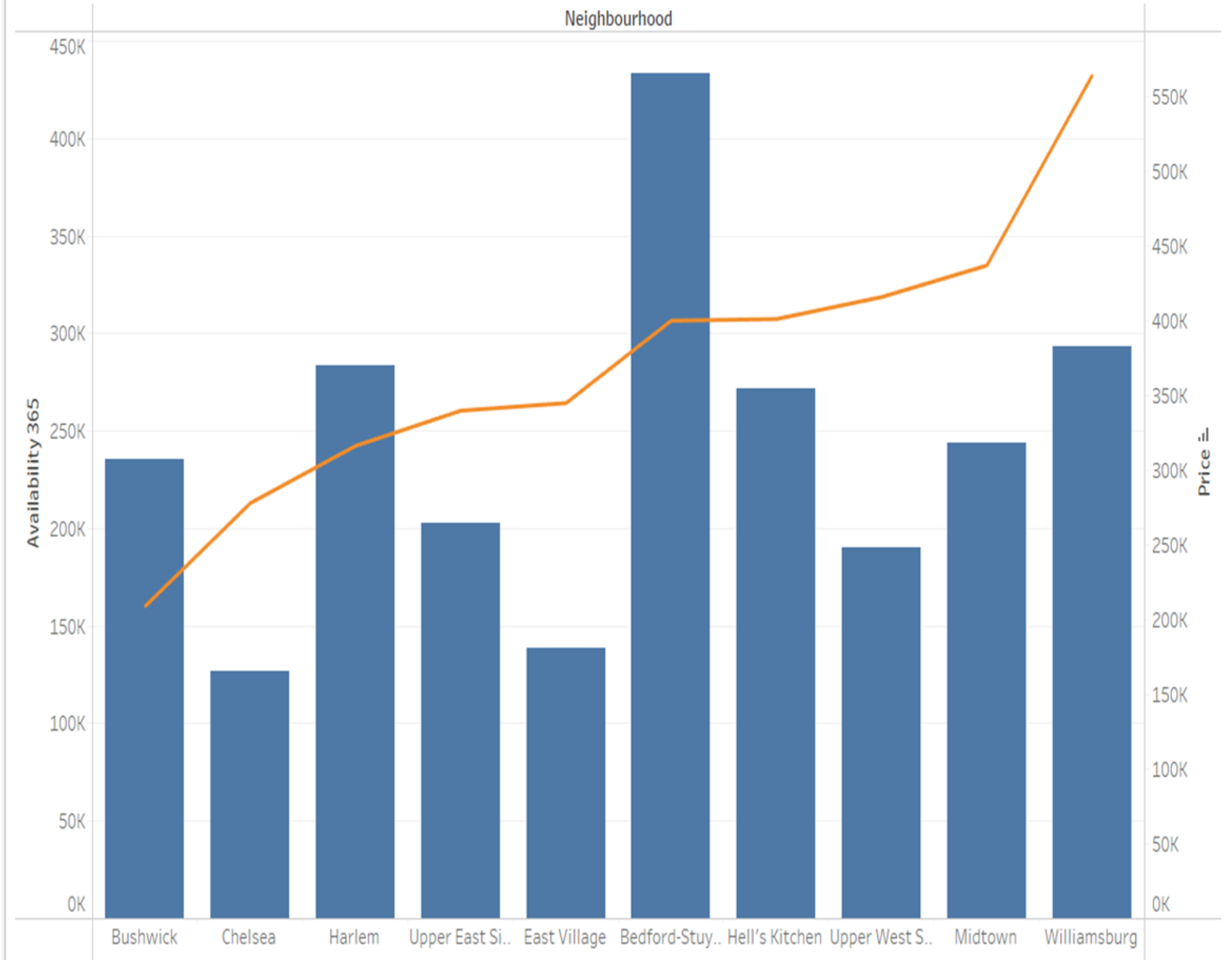


- The listings with Minimum nights 1-5 have the most number of bookings. We can see a prominent spike in 30 days, this would be because customers would rent out on a monthly basis.
- After 30 days, we can also see small spikes, this can also be explained by the monthly rent taking trend.
- Manhattan & Queens have higher number of 30 day bookings compared to the others. The reason could be either tourists booking long stays or mid-level employees who opt for budget bookings due company visits

Neighbourhood vs Availability

- Availability of Bedford is highest and its price is on the lower side. It is a good choice for customers.
- After Bedford, Harlem follows the same trend.
- Chelsea's availability low but it is costly.
- On the other hand, Williams's price is high and has average availability.

Neighbourhood vs Availability



Inferences -

- We have observed that people like to visit the center of New York, where the beauty of the city can be seen.
- The Entire Room or apartment is most listed room type & customers prefers it, while exactly opposite is true for shared room.
- Manhattan & brooklynare costliest neighborhood group, but still customers prefer them.
- We can focus on the locations that are present in Manhattenand Brooklyn because these are most famous prime locations as people shows interest in it.

Thank you!

